



Presenting the
2005 ENERGY STAR®
Change a Light, Change the
World Campaign

What is the campaign?



- A challenge to every American to help change the world, one light – one step – at a time
- Promotional timeframe: October 1 – November 30

Why do we do it?



- Bring partners together – focus our energies one time each year
- Raise awareness of ENERGY STAR (ES) and lighting
- Increase incremental and baseline sales
- Tremendous collective energy and environmental savings

How's it going so far?



- Hundreds of partners anticipate and budget for campaign timeframe
- National awareness of ES up to 64%
- Sales consistently spiking during promotional timeframe and baseline sales appear to be up
- 5 years and still growing
 - New and non-partners starting to ask about Change a Light (CAL)

Highlights from '04



- 250+ partners – thousands of storefronts
- 2,000+ earned media spots with an audience of over 14 million
 - Print, Radio, TV
- 749 print ad placements
 - Combined circulation: 31+ million

Your critical feedback from '04



- Do it again, but...
 - Give us Spanish creative
 - Help us sell product, not just the environment/feel good aspect
 - Provide a national springboard for outreach

Time to expand – to evolve



- 5 years of momentum
- High energy-saving potential – high priority for ES
- Lighting is many consumers' entry point
- Strong national public relations opportunities with the right story

Campaign evolution



- ENERGY STAR driven elements:
 - Change a Light, Change the World Day
 - Consumer Pledge
 - Print PSA and Poster
 - Dedicated Campaign Web page
 - Partner collateral

Change a Light Day



- Focal point for media and consumer outreach
- October 4th (1st Tuesday every October)
- Proclaim from DC via remote live broadcast and localize with ~5 governors across country
- Opportunities for partner tie-ins

Change a Light Online Pledge

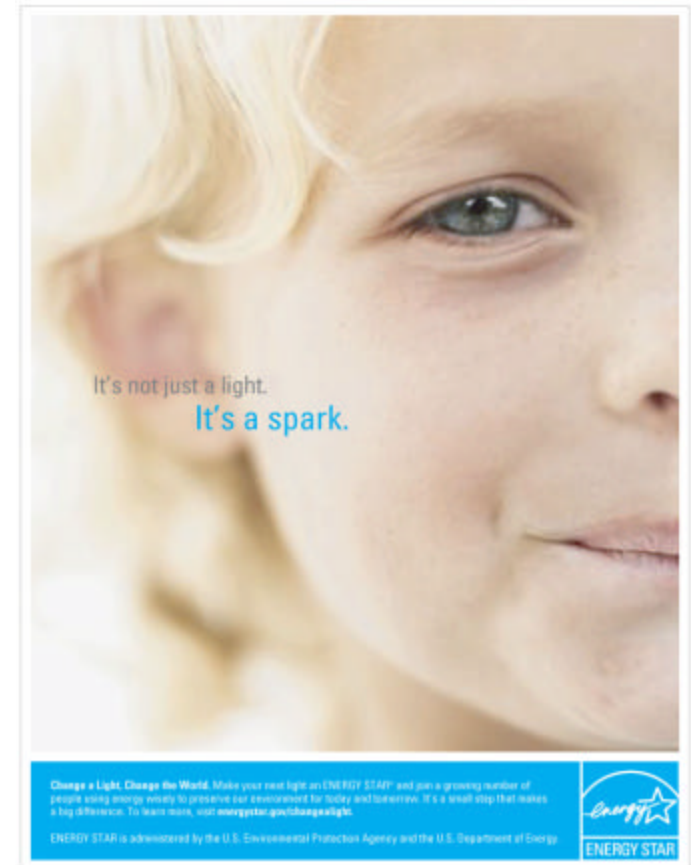


- Invitation to consumers to be part of the campaign – bridge to the consumer
 1. Pledge to change a light on energystar.gov/changealight
 2. With pledge, receive consumer incentive from participating manufacturers, redeemable at local retailer
 - ES exploring companion premiums
 3. Change a light and change the world
 - See the difference you're making (Pledge counter)

Print PSA



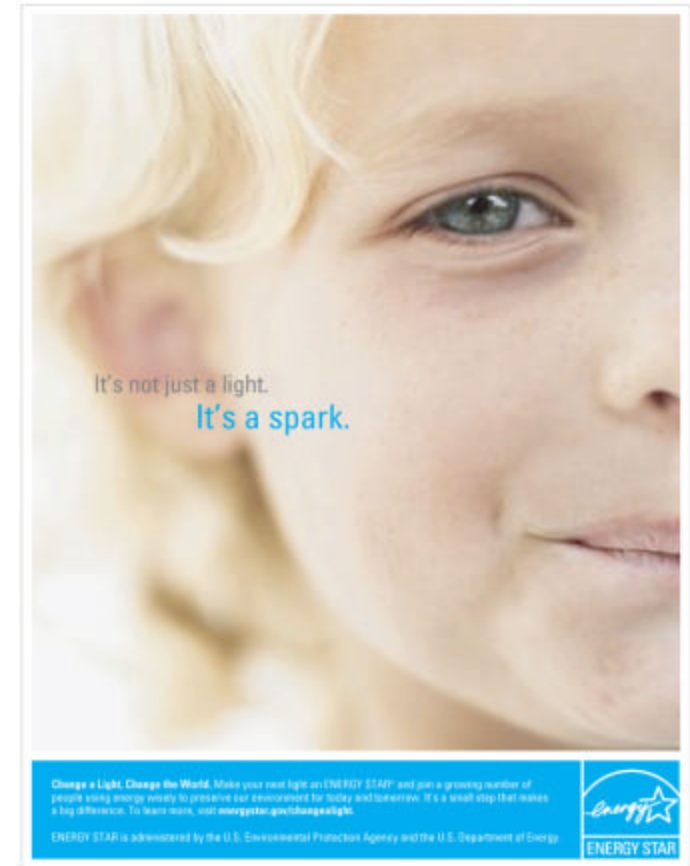
- “It’s not just a light.
It’s a spark.”
- In major magazines during promotional timeframe
- One more planned



Campaign poster



- Consistent campaign promotion
- Link in-store promotions with national campaign
- Co-brandable



Campaign Web page



- [Energystar.gov/changealight](http://energystar.gov/changealight)
 - Learn about the campaign, take the Change a Light pledge, connect to special deals
 - More to come...!

Partner collateral



- Shift in marketing support
 - From templates to build-your-own materials, using two central components
 - CAL graphic, cyan blue
 - Choose your own imagery
 - Spanish!



Media Kit – English and Spanish



- Campaign Backgrounder
- 10 Ways to Save with Lighting *
- Campaign Boilerplate *
- ENERGY STAR Spokesperson Quotes *
- Talking Points *
- Short Sample Article (“Do Your Part to Help the Environment, Starting at Home”)

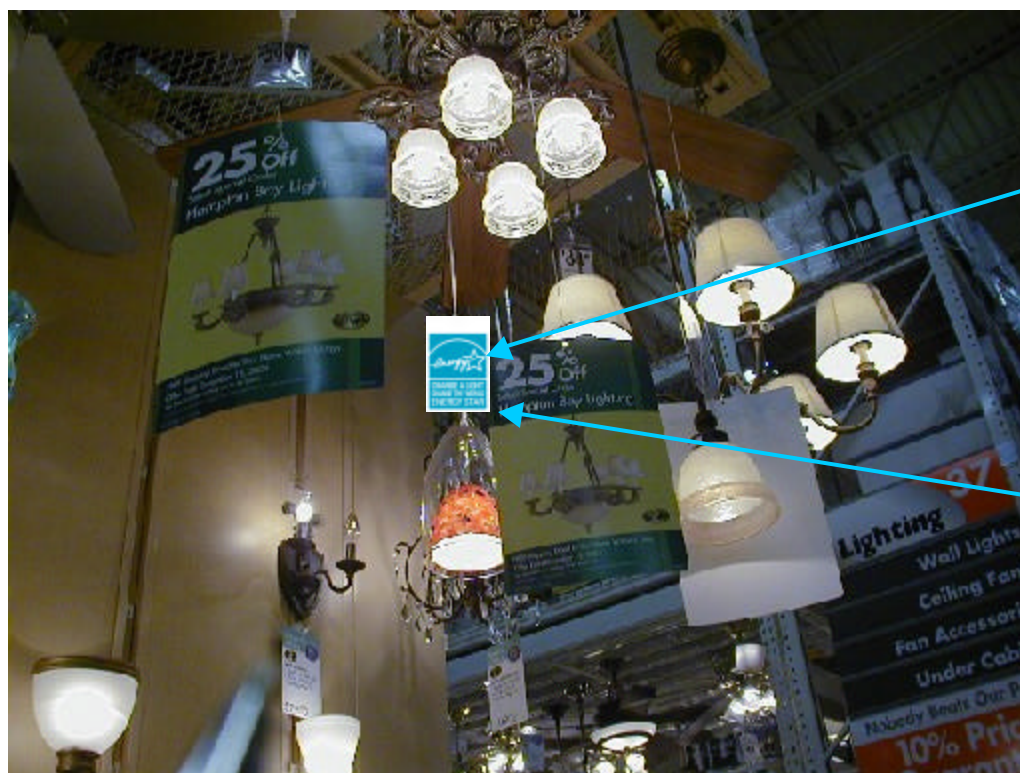
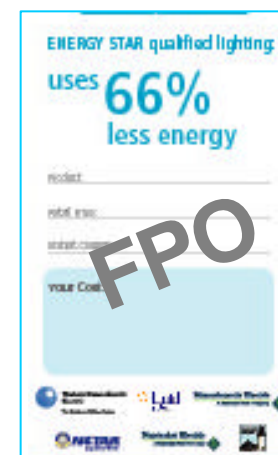
Hang tag for fixtures



Turnkey



OR build your own



Spanish hang tag



LÁMPARAS CON LA ETIQUETA ENERGY STAR®

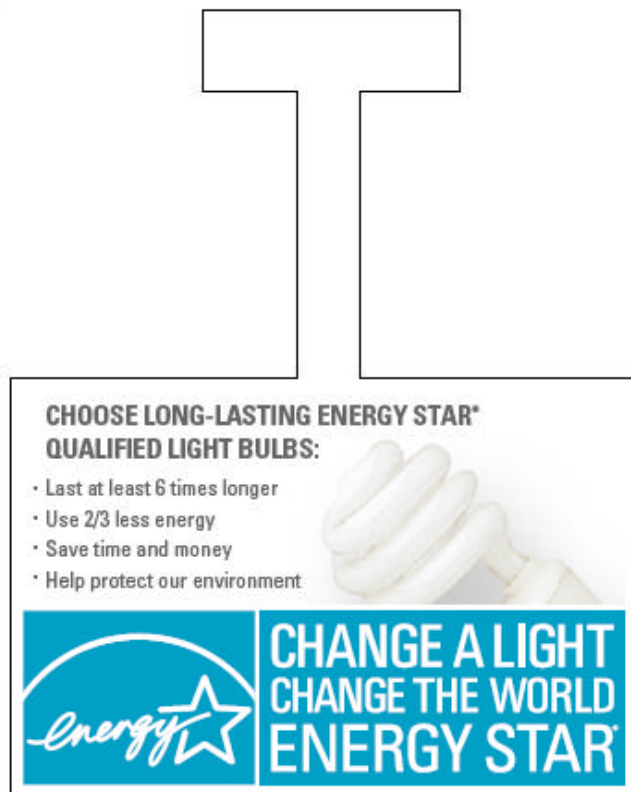
- Consumen 2/3 partes menos de energía
- Reemplace menos focos y ahorre tiempo y dinero
- Ayude a proteger el medio ambiente

Bulb-focused dangles

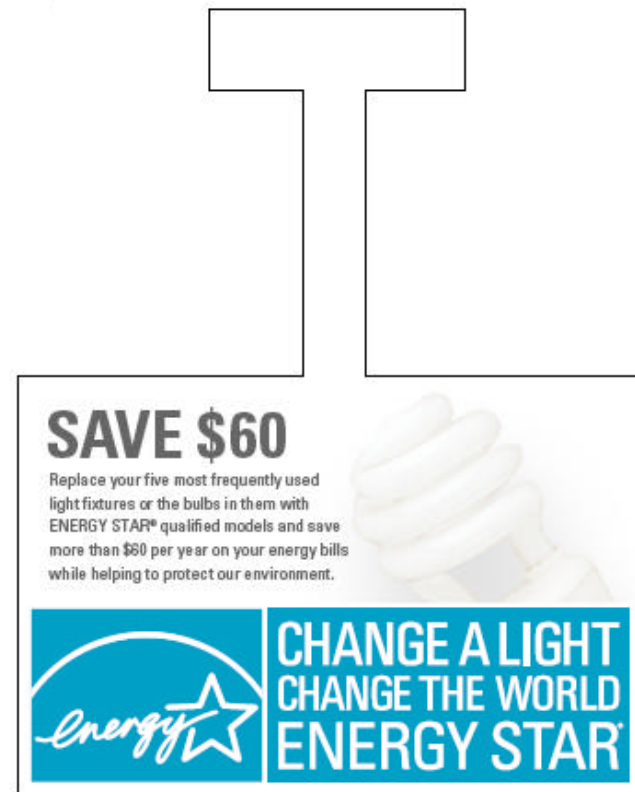


- Use to supplement existing promotional signage or build your own using elements on the CD and Web

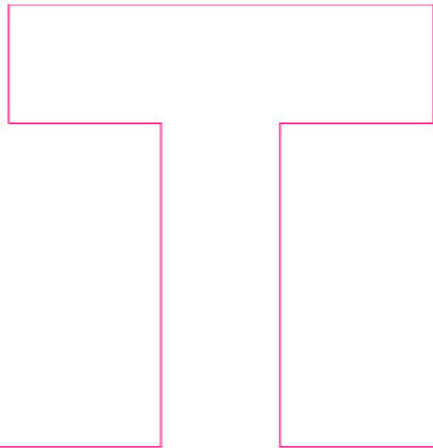
Turnkey #1



Turnkey #2



Spanish danglers

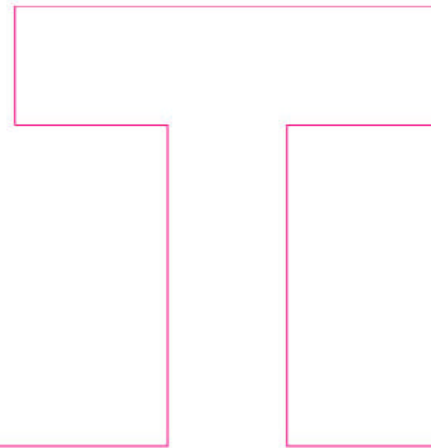


AHORRE \$60

Reemplace sus 5 lámparas o focos más utilizados con productos con la etiqueta ENERGY STAR® y ahorre más de \$60 al año en sus gastos de energía.



MEJORA EL MUNDO
CON UNA LUZ MEJOR DE
ENERGY STAR



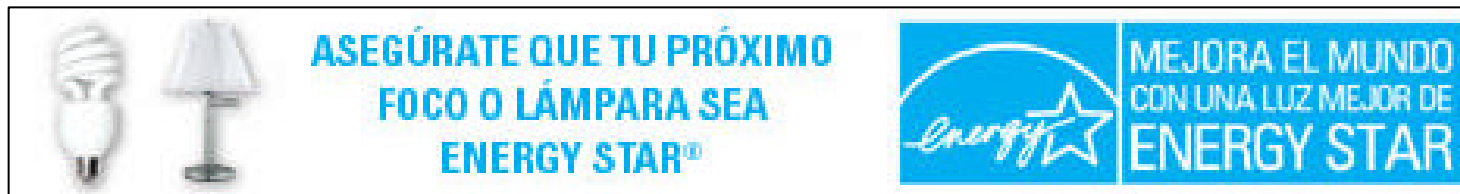
ESCOJA FOCOS DE LARGA DURACIÓN CON LA ETIQUETA ENERGY STAR®:

- Duran hasta 6 veces más
- Consumen 2/3 partes menos de energía
- Ahorre tiempo y dinero
- Ayude a proteger el medio ambiente

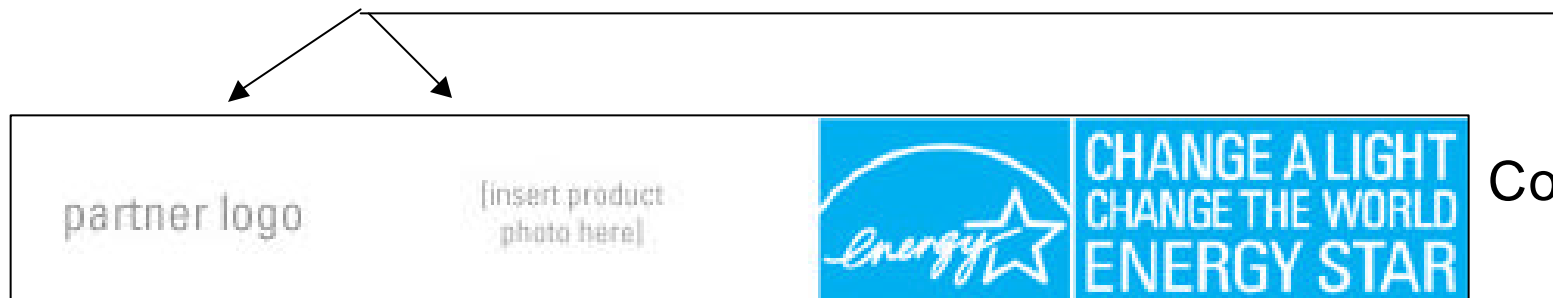
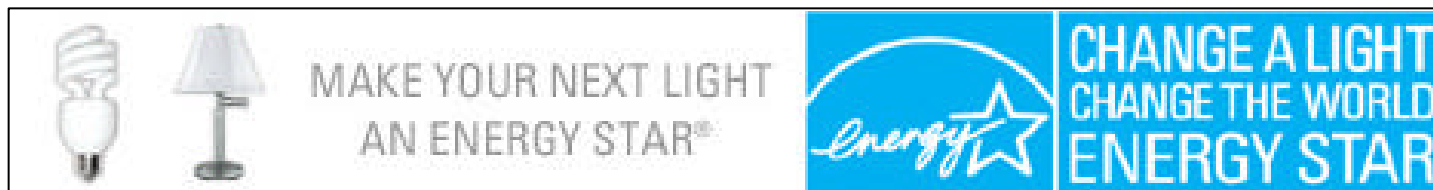


MEJORA EL MUNDO
CON UNA LUZ MEJOR DE
ENERGY STAR

Web banner



Web Ready



Co-Brandable


Quick-print lighting handout



- Features lumen chart to help consumers pick the best bulb for their needs

MAKE YOUR NEXT LIGHT AN ENERGY STAR®

SWITCHING TO LIGHT BULBS AND FIXTURES THAT HAVE EARNED THE ENERGY STAR SAVES TIME, ENERGY AND MONEY AND HELPS BRIGHTEN OUR WORLD FOR FUTURE GENERATIONS.



ENERGY STAR QUALIFIED LIGHT FIXTURES:


- Use 2/3 less energy.
- Come with a pre-installed CFL bulb that offers brighter light for at least 10,000 hours, or about 7 years, saving money and time buying bulbs.
- Deliver features including dimming or switching capabilities on some indoor models and automatic daylight shut-off and motion sensors on outdoor models.
- Come in hard-wired and portable models, including a variety of desk and table lamps, torchieres, dining noods, ceiling and outdoor fixtures, and cooling fans.

ENERGY STAR QUALIFIED COMPACT FLUORESCENT LIGHT BULBS (CFLs):

- Save at least \$25 each over their lifetime in energy costs.
- Last at least 8 times longer than incandescent bulbs.*
- Use 2/3 less energy.
- Are convenient in hard-to-reach or high-rise fixtures.
- Perform with advanced technology.
- Can be used in most incandescent fixtures already in your home.
- Offer bright, warm light.

*Based on a standard 60-watt incandescent bulb.

Products that earn the ENERGY STAR® meet strict energy efficiency guidelines set by the U.S. Environmental Protection Agency and the U.S. Department of Energy. www.energystar.gov

 **CHANGE FOR THE BETTER WITH ENERGY STAR**



MAKE YOUR NEXT LIGHT AN ENERGY STAR

If every U.S. household replaced their 8 most frequently used light fixtures with the bulbs in them with ones that have earned the ENERGY STAR, not only would each home save more than \$60 a year in energy costs, we'd collectively prevent air pollution equivalent to the emissions from 8 million cars.

gives off the same amount of light as a 60W incandescent bulb, look for an ENERGY STAR qualified bulb with a light output of 800 lumens or more.

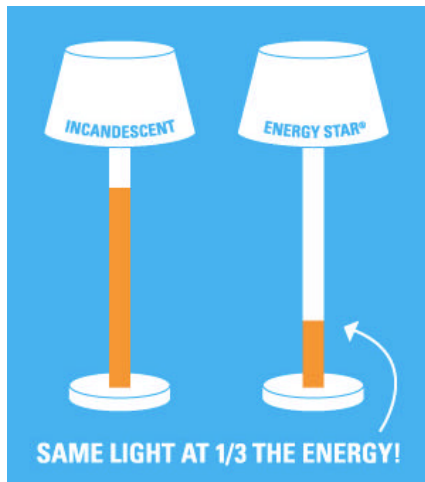
Optical Light Output (lumens)	400	800	1,200	1,600	2,000
Equivalent Incandescent (Wattage)	40	60	75	100	150



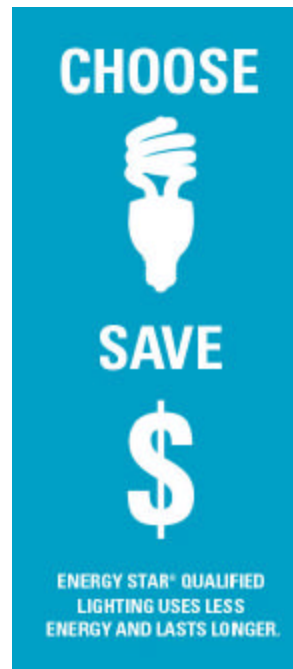
Infographics for anywhere



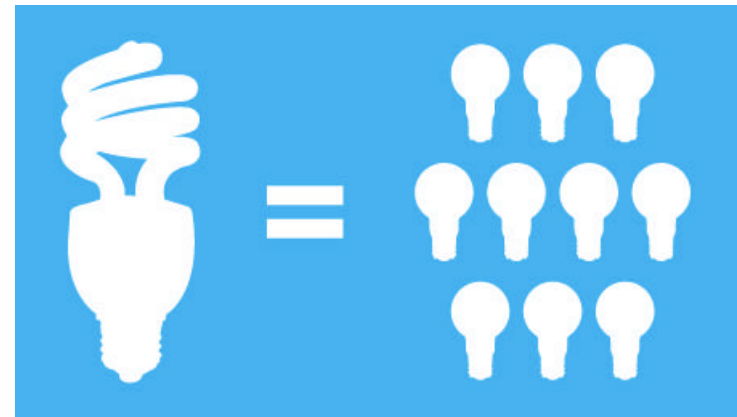
- Use on the Web, in newsletters, in POP, to illustrate the energy and money benefits



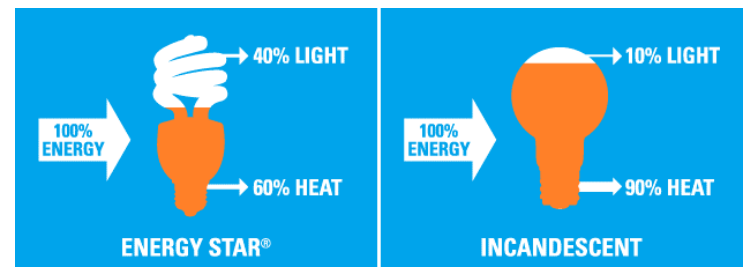
Energy Savings - Fixtures



Money Savings



Long life - bulbs



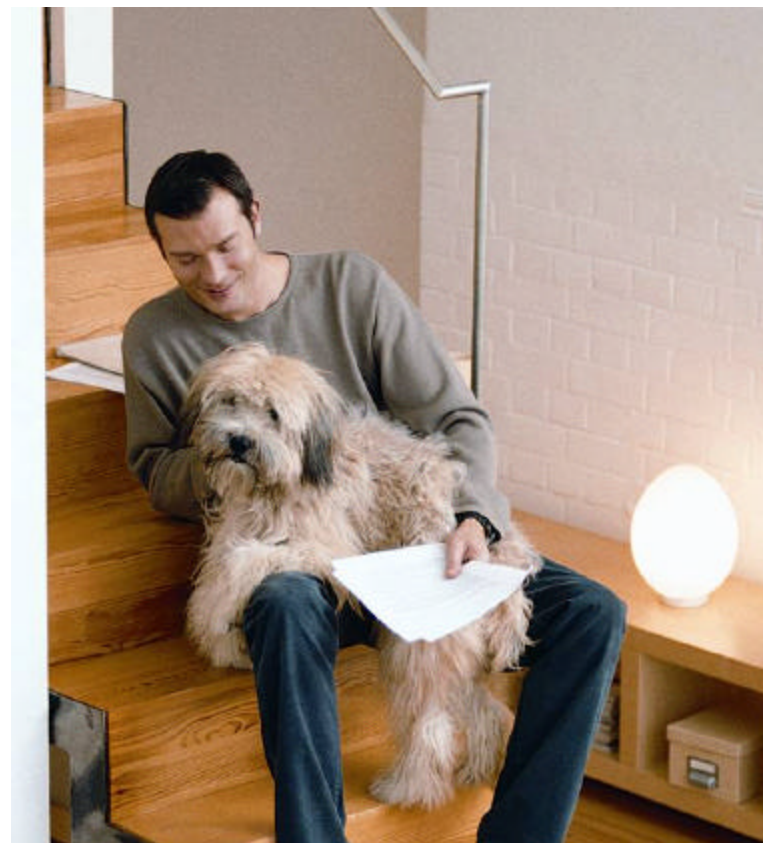
Energy Efficiency - light vs. heat

Lighting facts



1. CFL Fact Sheet
2. Residential Fixtures Fact Sheet
3. Lighting Technologies Guide
 - Compare different lighting technologies most common to residential use

Background image library



Disclaimer: Images may be used *only* in conjunction with the promotion of ENERGY STAR qualified products

What can you do?



- **Manufacturers:**
 - Work with EEPS to deliver a consistent lighting promotion for national and/or local retailers
- **Utilities:**
 - Work with manufacturers – look for flexible ways to move beyond rebates and toward consumer education to create repeat sales
- **Retailers:**
 - Encourage vendors to deliver CAL promotions – welcome them!

PR opportunities



- Leverage Change a Light Day and online pledge for PR:
 - Invite community organizations to do something on this day
 - Let media know about your involvement
 - Encourage your employees and local leaders to take part
 - EEPS: Use Change a Light Day to engage your Governor to make a statewide proclamation!

Advertising opportunities



- Doing a print ad during CAL?
 - Print PSA can leverage ad buy
 - Want to extend the PSA message to your community? There may be ways for you to sponsor it

Next steps:



- Work together on:
 - Promotional plans – matchmaking
 - Change a Light Day participation?
 - Pledge – which manufacturers and retailers are interested in being part of a pledge incentive
 - Premiums? (other ideas?)
 - PSA – (1st: get final approval) – plan for placement
 - Poster – do you want it? how many?
 - Partner collateral – most found at energystar.gov/nationalcampaigns